

MEMBERSHIP PROMOTION COMMITTEE

Minutes

From the meeting of Saturday, June 21, 2025, Phoenix, AZ

Members

Jason Urso (Chair)
Louise McKenzie (1st Vice Chair)
Robert Druga (2nd Vice Chair)
Chonghui Liu (Not Present)
Reaz Usmanali
Christine Smith
Darrell Sandlin
Akshay Bhargava
Jason Leffingwell
Lionel Davis, II
Ron McCarty
Mark Penchoff
Gregory Jernstrom
Guillermo Massucco
Dr. Dennis Siu Lok Tung
Adelio Gaspar
Ershed Jaman Khan
Adil Inam

Incoming Members

Non-Voting

Andrew B Dubel
Bradley A White
Lorenzo Gonzalez Rodriguez
Mark Henry
Manan Vora
Andrew B Dubel
Meagan Gibbs

Board ExO

Bryan Holcomb
Genevieve Lussier

Staff

Daniel Gurley, Staff Liaison
Anne Wilson, Staff Liaison
Lisa Nichols, Staff Liaison

Guests

Anuj Gupta
Kevin Marple
Ravindra Senavirathna
Jacob Saxinger
Matthew Archy
Armardeep Singh
Mohamed Daoud
Dan Russell
Bria Poe
Jack Kibort
Mark Miller
Alexander Larson
Stelios Lampadakis
Rob Craddock
Pankaj Sareen
Colin Mabe
Julia Call
Jonathan Smith
Buzz Wright
Genevieve Lussier
Alexander Armstrong
Anoop Peediyaakkan
Bob Snow
Scott Peach

Call to Order 8:03 am

ASHRAE Values Statement

Introduction of Guests

Motions:

1. MP does not have any principal motions to present.
2. There were no referred motions for the MP Committee.

Informational Items to Report to Members Council:

1. New full dues paying members have the option to attend one conference for free within 2 years of joining. The number of members who took advantage of this includes:
 - a. 348 members for the 2025 Winter Conference in Orlando.
 - b. 53 members for the 2025 Summer Conference in Phoenix.
 - c. Additional analysis on comp registrations for the 2023 Annual Tampa, 2024 Winter Chicago, and 2024 Annual Indy includes:
 - i. Of the **483** comp registrants, only **84** cancelled their membership.
2. As part of MP's diversity and inclusion initiatives, our committee is spearheading two Member Resource Groups (MRGs). The intent is to allow members with common backgrounds and interests to network in a safe space.
 - a. New Members MRG
 - b. Professionals with Young Families MRG
 - c. MRGs met on Sunday, June 22, 2025.

3. Our committee participated in the Membership Models Ad Hoc committee to simplify ASHRAE membership. Should the new model pass, our committee is prepared to support the new model.
4. The MP Committee hosted a successful MP Centralized Training in Pheonix to prepare incoming Chapter MP Chairs, with over 70 attendees.
5. Virtual Centralized Training is scheduled for September 12, 2025. The training will be recorded and uploaded on MP's training website.

Additional Information Items:

6. Membership Performance:

As of May 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2024	53,673	48,308	3,902	4,183	1,712
2025	54,100	48,229	4,246	4,661	1,625

- a. The developing economies membership program is in its 15th year. In July 2008, just after it began, there were 135 members in developing economies. As of May 31, 2025, there were a total of 2,991 developing economy members.

7. Membership Surveys

- a. We continue to conduct new member surveys and review the results. Feedback included:
 - i. Many new members do not attend Chapter meetings.
 - ii. Provide more technical seminars and site visits at Chapter meetings.
 - iii. Satisfied with the opportunities and avenues for growth ASHRAE provides.
 - iv. ASHRAE resources and Chapter events are expensive.
 - v. Too many emails from my Chapter.
- b. Conducted our annual Member Satisfaction Survey from November 1 2024 – December 15, 2024 (5% response rate). Common themes:
 - i. Technical resources, access to training materials are considered the most valuable reasons for being a member.
 - ii. Decrease in handbook/publications as the most important benefit with a significant increase in the professional development and training benefits.
 - iii. Reasons to not renew:
 1. If employer did not pay for membership.
 2. Low value for the cost.

8. Chapter Chair Training & Development

- a. MP hosted in-person Centralized Training at the 2024 Annual Conference in Indianapolis, with over 60 in attendance.
- b. We conducted Virtual Centralized Training on September 23, 2024, with 64 attendees.
- c. We are receiving requests to host in-person MP Training in international regions.
- d. MP continues to investigate the best options to ensure MP Chairs/Co-Chairs are trained.

9. Recruitment

- a. Brainstorm the tangible benefits of ASHRAE, networking, access to knowledge, and professional growth.
- b. Brainstorm ideas to encourage employers to support dues payments.
- c. Assist with implementation of new bulk member discount.

10. Other

- a. Working with the BOD Diversity and Inclusion group on DEI initiatives.
- b. Develop talking points for DRCs and regional leaders to provide thoughts and ideas for them to share with their chapters and how those chairs can start.
- c. Hosted a successful Women in ASHRAE Happy Hour with over 100 attendees in Pheonix.

- d. Researching new program to provide 10-minute talks to regional/chapter leaders to ensure programs are inclusive for all.

Adjournment 2:52 pm